

### **Amendments to the Claims**

This listing of claims will replace all prior versions, and listings, of the claims in the application.

#### **Listing of Claims:**

1. (Currently Amended) A method for providing demographic information for a geo-demographic cluster area within a predefined geographic region, the method comprising:

providing a first database, the first database having a number of data records that directly or indirectly relate to occupants in the predefined geographic region;

providing a second database, the second database having a number of different data records that directly or indirectly relate to occupants in the predefined geographic region;

associating selected data entries in the first and second databases with parcels of land;

generating household-specific demographic profiles for each parcel of land using the data records in the first and second databases; [[and]]

generating an aggregate ~~data-set~~ dataset for at least two geographically adjacent or proximate parcels of land in the predefined geographic region by combining the household-specific demographic profiles for each of the at least two geographically adjacent or proximate parcels of land; and

outputting selective data from the aggregate dataset to a user.

2. (Currently Amended) A method according to claim 1 wherein the at least two geographically adjacent or proximate parcels of land ~~are geographically adjacent to one another in the predefined geographic region~~ includes two contiguous parcels of land.

3. (Currently Amended) A method according to claim\_1 wherein the aggregate ~~data-set~~ dataset includes one or more data entries that include a union of selected data records in the household-specific demographic profiles for the at least two parcels of land.

4. (Currently Amended) A method according to claim 1 wherein the aggregate ~~data-set~~ dataset includes one or more data records that are produced by analyzing selected data records in the household-specific demographic profiles.

5. (Currently Amended) A method according to claim 4 wherein selected data records of the aggregate ~~data-set~~ dataset are a summary of the selected data records in the household-specific demographic profiles.

6. (Original) A method according to claim 5 wherein at least one data record in the first database and at least one data record in the second database identify one or more occupants in each of the at least two parcels of land.

7. (Currently Amended) A method according to claim 6 wherein one of the data entries of the aggregate ~~data-set~~ dataset include a summary of the number of occupants of the at least two parcels of land.

8. (Original) A method according to claim 1 wherein at least one of the household-specific demographic profiles has a record that cannot be determined from the data entries in the first and second databases.

9. (Currently Amended) A method according to claim 8 further comprising:  
generating the ~~entry~~ record by projecting from one or more data records in one or more other household-specific demographic profiles.

10. (Currently Amended) A method according to claim 8 further comprising:  
generating the record ~~via a model that uses~~ using one or more selected data records in the corresponding household-specific demographic profiles.

11. (Currently Amended) A method according to claim 8 further comprising:  
generating the record ~~via a model that uses~~ using selected data records in the first and second databases.

12. (Currently Amended) A method according to claim 1 wherein the aggregate ~~data-set~~ dataset has a record that cannot be determined by combining the household-specific demographic profiles for each of the at least two parcels of land.

13. (Currently Amended) A method according to claim 12 further comprising:

generating the record by projecting from one or more data records in one or more other aggregate ~~data-sets~~ datasets.

14. (Cancelled)

15. (Currently Amended) A method according to claim ~~[[14]]~~1, further comprising preventing the user from accessing the household-specific demographic profiles.

16. (Original) A method according to claim 1 wherein the first database is a postal service database that includes a number of data records that identify street addresses and occupant names for selected parcels of land in the predefined geographic region.

17. (Original) A method according to claim 1 wherein the first database is a drivers license database that includes a number of data records that identify driver's names, street addresses, and ages.

18. (Original) A method according to claim 1 wherein the first database is a property tax database that includes a number of data records that identify street addresses,

owner's names, and appraisal values for selected parcels of land in the predefined geographic region.

19. (Original) A method according to claim 1 wherein the first database is a motor vehicle registration database that includes a number of records that identify vehicle owners names, addresses, and types of vehicles.

20. (Original) A method according to claim 1 wherein the first database is a utility database that includes a number of data records that identify street addresses and occupant names.

21. (Original) A method according to claim 1 wherein the first database is a school database that includes a number of data records that identify children names, ages, and street address.

22. (Currently Amended) A method for providing an aggregate ~~data-set~~ dataset for at least two households within a predefined geographic region, the method comprising:

obtaining two or more datasets that provide at least some information that is related to at least two of the geographically adjacent or proximate households on at least one parcel of land;

associating the information in the two or more datasets with a corresponding one of the at least two households on at least one parcel of land; [[and]]

creating an aggregate ~~data-set~~ dataset for a predefined set of the two or more geographically adjacent or proximate households by combining the information that is associated with the predefined set of households and associating the aggregate data with the parcel of land; and

outputting selective data from the aggregate dataset to a user.

23. (New) A method for providing demographic information for a geo-demographic cluster area within a predefined geographic region, the method comprising:

providing a first database, the first database having a number of data records that directly or indirectly relate to occupants in the predefined geographic region;

providing a second database, the second database having a number of different data records that directly or indirectly relate to occupants in the predefined geographic region;

associating selected data entries in the first and second databases with selective households within the predefined geographic region;

generating household-specific demographic profiles for each household using the data records in the first and second databases;

generating an aggregate dataset for at least two households in the predefined geographic region by combining the household-specific demographic profiles for each household; and

outputting selective data from the aggregate dataset to a user, said outputted data from the aggregate dataset including a layer of confidentiality protection preventing the

user from accessing one or more data records from the household-specific demographic profiles.

24. (New) The method of claim 23, wherein said step of generating an aggregate dataset for at least two households includes generating an aggregate dataset for between 2 to 100 households.

25. (New) The method of claim 23, wherein said step of generating an aggregate dataset for at least two households includes generating an aggregate dataset for between 2 to 25 households.

26. (New) The method of claim 23, wherein said step of generating an aggregate dataset for at least two households includes generating an aggregate dataset for between 2 to 10 households.

27. (New) The method of claim 23, wherein said step of generating an aggregate dataset for at least two households includes generating an aggregate dataset for between 2 to 4 households.

28. (New) A system for providing demographic information to a user for a geo-demographic cluster area within a predefined geographic region, the system comprising:

a first database having a number of data records that directly or indirectly relate to occupants in the predefined geographic region;

at least one additional database having a number of data records different from said first database and that directly or indirectly relate to occupants in the predefined geographic region;

a means for processing demographic data from the first database and the at least one additional database and associating selected data entries with parcels of land to generate household-specific demographic profiles within the predefined geographic region; and

wherein said processing means is adapted to generate an aggregate dataset for at least two geographically adjacent or proximate parcels of land in the predefined geographic region by combining household-specific demographic profiles for each of the at least two geographically adjacent or proximate parcels of land.

29. (New) The system of claim 28, wherein the at least two geographically adjacent or proximate parcels of land includes two contiguous parcels of land.

30. (New) The system of claim 28, wherein the at least two geographically adjacent or proximate parcels of land includes two non-contiguous parcels of land.

31. (New) The system of claim 28, wherein selected data records of the aggregate dataset includes a summary of the selected data records in the household-specific demographic profiles.



32. (New) The system of claim 28, wherein the aggregate dataset includes a layer of confidentiality protection preventing the user from accessing one or more data records from the household-specific demographic profiles.

33. (New) The system of claim 28, wherein said means for processing demographic data includes software and/or hardware adapted to process demographic data from one or more databases.

34. (New) A computer-assisted system for providing demographic information to a user for a geo-demographic cluster area within a predefined geographic region, the system comprising

a first database having a number of data records that directly or indirectly relate to occupants in the predefined geographic region;

at least one additional database having a number of data records different from said first database and that directly or indirectly relate to occupants in the predefined geographic region;

software and/or hardware for processing demographic data from the first database and at least one additional database and associating selected data records with parcels of land to generate household-specific demographic profiles within the predefined geographic region; and

wherein said software and/or hardware is adapted to generate an aggregate dataset for at least two geographically adjacent or proximate parcels of land in the predefined

geographic region by combining household-specific demographic profiles for each of the at least two geographically adjacent or proximate parcels of land.